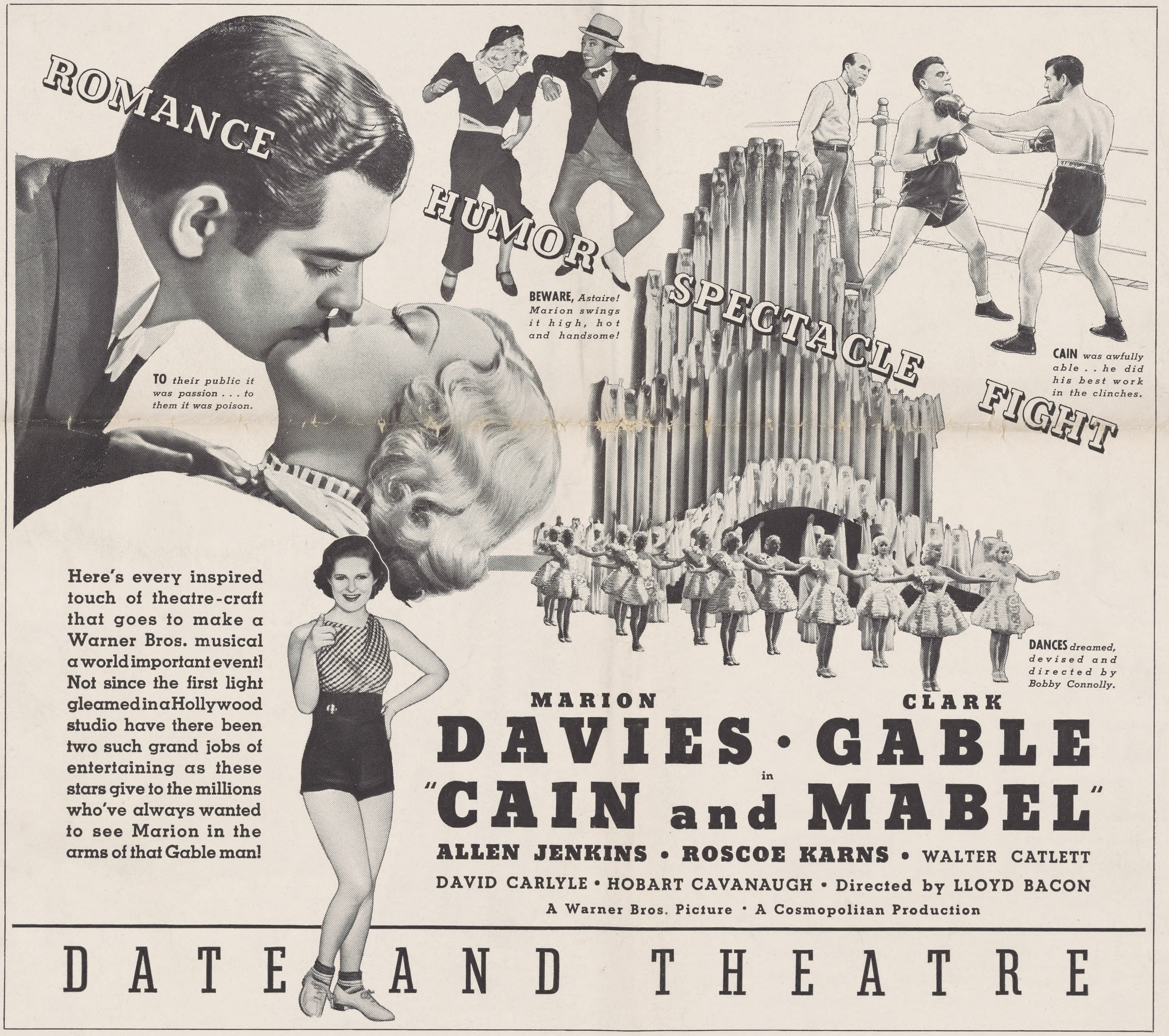
YOUR EVERY DISPLAY ADVERTISING NEED IS FILLED IN THIS SECTION



TO *their public it was passion . . . to them it was poison.*

BEWARE, *Astaire! Marion swings it high, hot and handsome!*

CAIN *was awfully able . . he did his best work in the clinches.*

DANCES *dreamed, devised and directed by Bobby Connolly.*

Here's every inspired touch of theatre-craft that goes to make a Warner Bros. musical a world important event! Not since the first light gleamed in a Hollywood studio have there been two such grand jobs of entertaining as these stars give to the millions who've always wanted to see Marion in the arms of that Gable man!

MARION **DAVIES** · CLARK **GABLE**

in

"CAIN and MABEL"

ALLEN JENKINS • **ROSCOE KARNS** • WALTER CATLETT

DAVID CARLYLE • HOBART CAVANAUGH • Directed by LLOYD BACON

A Warner Bros. Picture • A Cosmopolitan Production

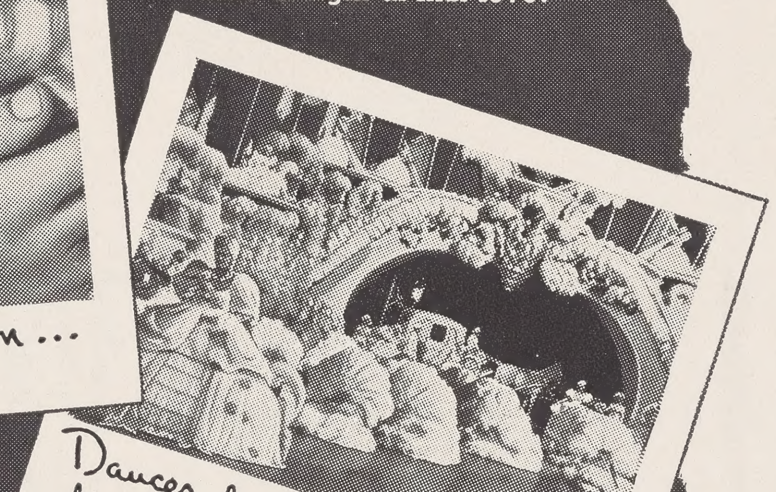
DATE AND THEATRE

1197 Lines Mat No. 701—70c

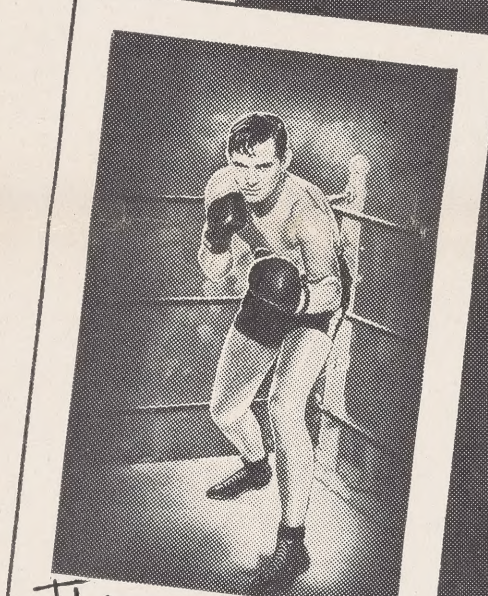
LOVERS TO THE WORLD BUT A PAIN IN THE NECK TO EACH OTHER!

It was a press agent's prank and the public wished them luck . . . What they wished each other burned the insulation right off the telephone wires! It was a case of fight at first love!

To their public it was passion ... to them it was poison!



Dances dreamed, devised and directed by Bobby Connolly.



This is Cain... he's awfully able!

Here's every inspired touch of theatre-craft that goes to make a Warner Bros. musical a world important event! Not since the first light gleamed in a Hollywood studio have there been two such grand jobs of entertaining as these stars give to the millions who've always wanted to see Marion in the arms of that Gable man.

This is Mabel... she raises Cain!

MARION DAVIES
CLARK GABLE

in

"CAIN AND MABLE"

with

ALLEN JENKINS • ROSCOE KARNS

WALTER CATLETT

DAVID CARLYLE

HOBART CAVANAUGH

Directed by LLOYD BACON

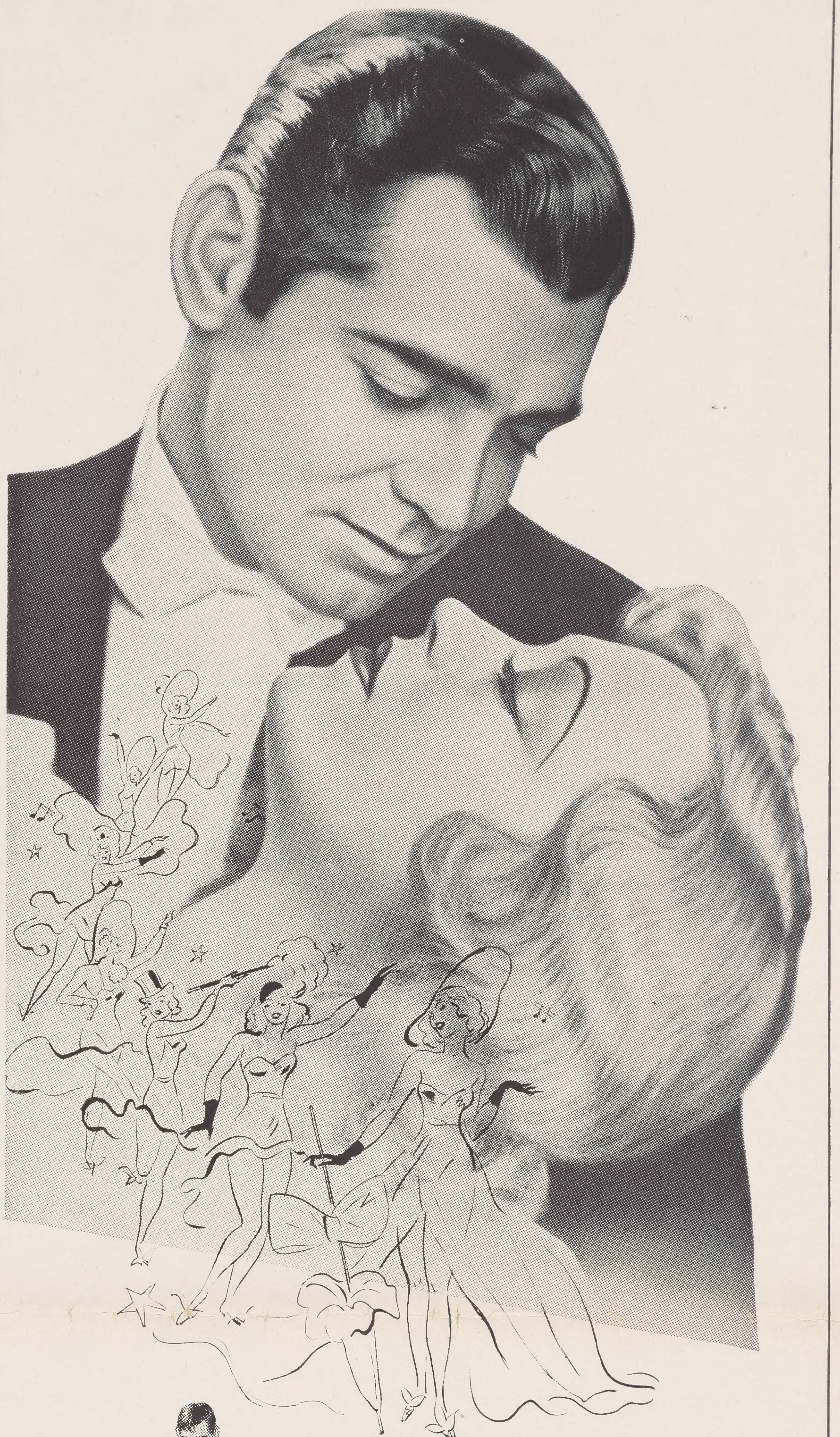
A Warner Bros. Picture

A Cosmopolitan Production

Marion swings it high & handsome!

THEATRE

804 Lines Mat No. 404—40c



They were lovers in the eyes of the world ...but a pain in the neck to each other! Cain, the two-fisted, heavyweight ring champ..and Mabel the glamorous toast of Broadway! It's mad cap mirth and melodious music—as only Warner Bros. can produce it! It's fight at first love—as only Marion and Clark can make it!

MARION DAVIES
CLARK GABLE

in

"CAIN and MABEL"

With ALLEN JENKINS • ROSCOE KARNS

WALTER CATLETT • DAVID CARLYLE • HOBART CAVANAUGH • Directed by LLOYD BACON

Music and Lyrics by Harry Warren and Al Dubin

A Warner Bros. Picture • A Cosmopolitan Production

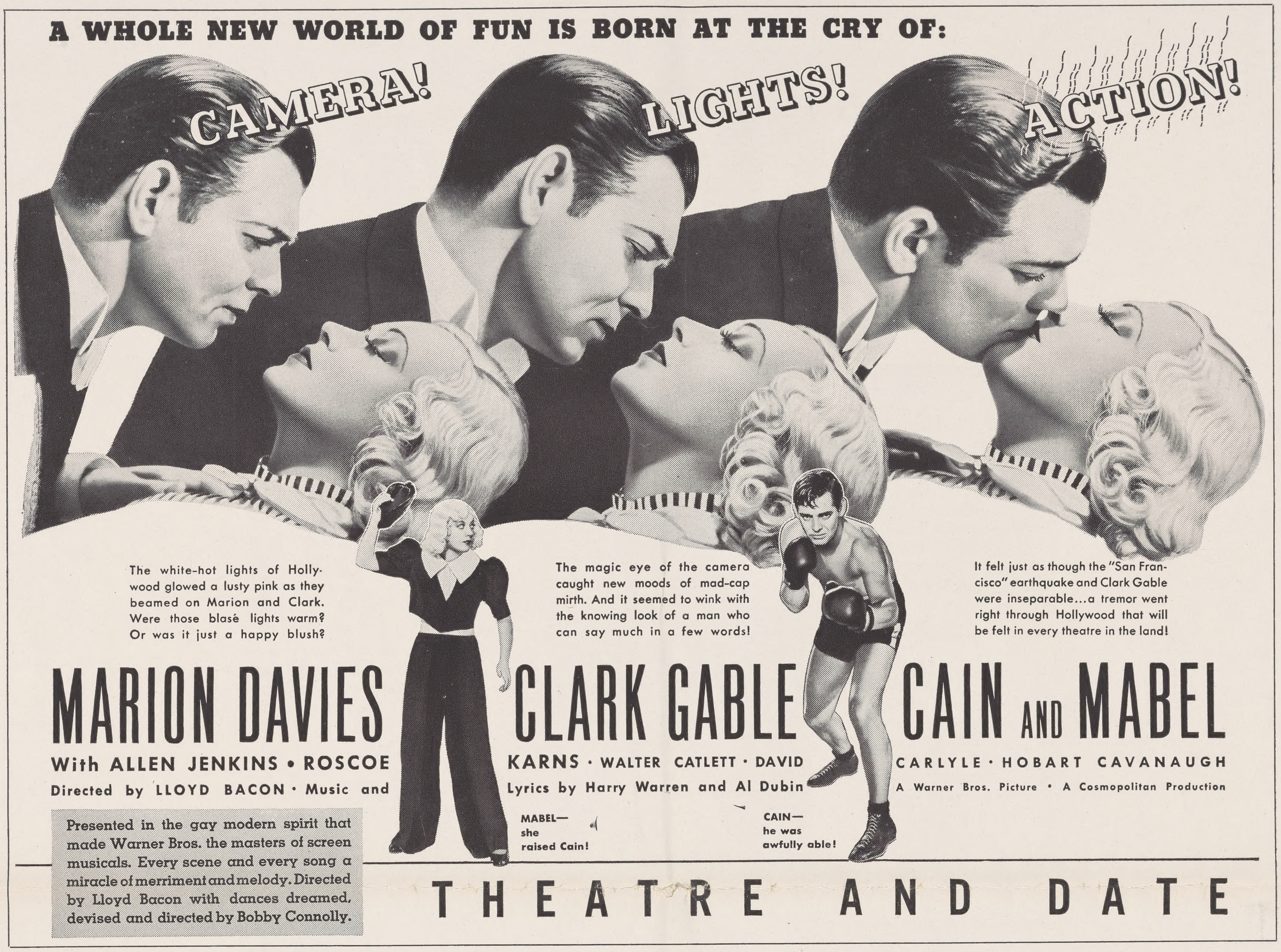
★

THEATRE

★

786 Lines Mat No. 306—30c

[FOR 2-COL. ILLUSTRATION OF THIS AD, SEE PAGE 6A]



A WHOLE NEW WORLD OF FUN IS BORN AT THE CRY OF:

CAMERA! LIGHTS! ACTION!

The white-hot lights of Hollywood glowed a lusty pink as they beamed on Marion and Clark. Were those blasé lights warm? Or was it just a happy blush?

The magic eye of the camera caught new moods of mad-cap mirth. And it seemed to wink with the knowing look of a man who can say much in a few words!

It felt just as though the "San Francisco" earthquake and Clark Gable were inseparable...a tremor went right through Hollywood that will be felt in every theatre in the land!

MARION DAVIES CLARK GABLE CAIN AND MABEL

With ALLEN JENKINS • ROSCOE KARNS • WALTER CATLETT • DAVID CARLYLE • HOBART CAVANAUGH

Directed by LLOYD BACON • Music and Lyrics by Harry Warren and Al Dubin

A Warner Bros. Picture • A Cosmopolitan Production

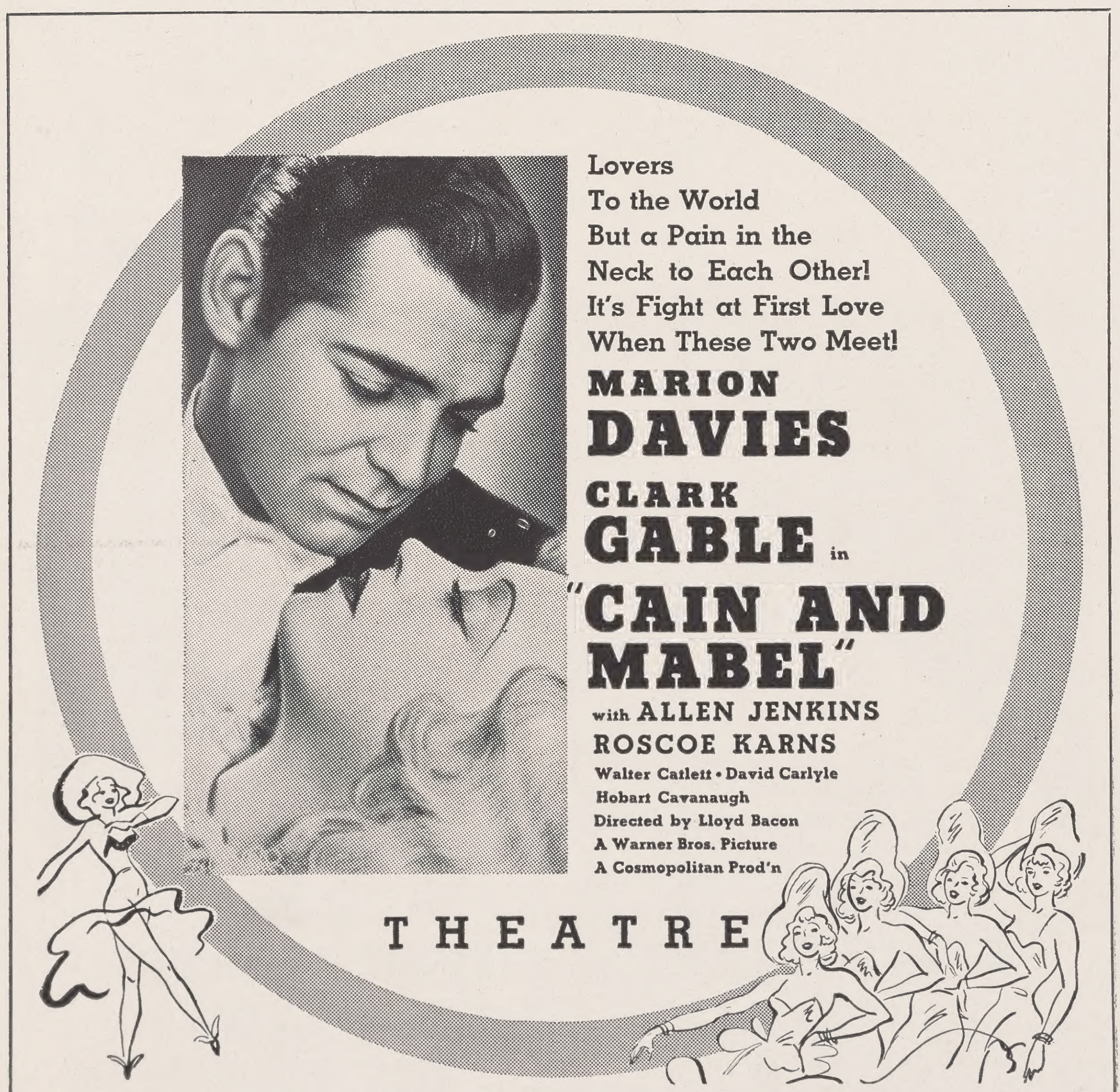
MABEL—
she
raised Cain!

CAIN—
he was
awfully able!

Presented in the gay modern spirit that made Warner Bros. the masters of screen musicals. Every scene and every song a miracle of merriment and melody. Directed by Lloyd Bacon with dances dreamed, devised and directed by Bobby Connolly.

THEATRE AND DATE

1008 Lines Mat No. 702—70c



Lovers
To the World
But a Pain in the
Neck to Each Other!
It's Fight at First Love
When These Two Meet!

MARION
DAVIES
CLARK
GABLE in
"CAIN AND MABEL"

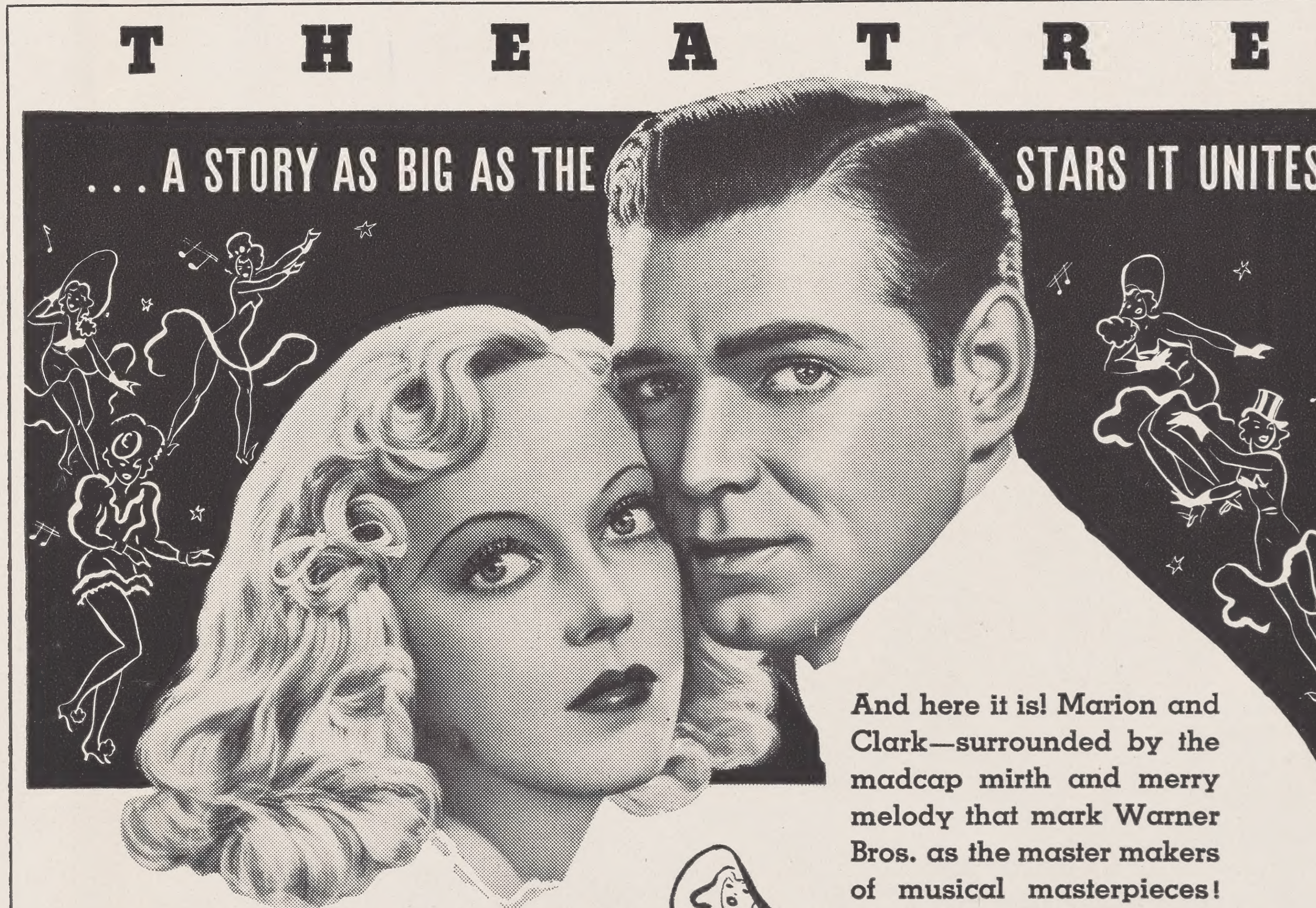
with ALLEN JENKINS
ROSCOE KARNS
Walter Catlett • David Carlyle
Hobart Cavanaugh
Directed by Lloyd Bacon
A Warner Bros. Picture
A Cosmopolitan Prod'n

THEATRE

Music and Lyrics by Harry Warren and Al Dubin

261 Lines Mat No. 303—30c

[FOR 2-COL. ILLUSTRATION OF THIS AD, SEE PAGE 8A]



THEATRE

... A STORY AS BIG AS THE STARS IT UNITES!

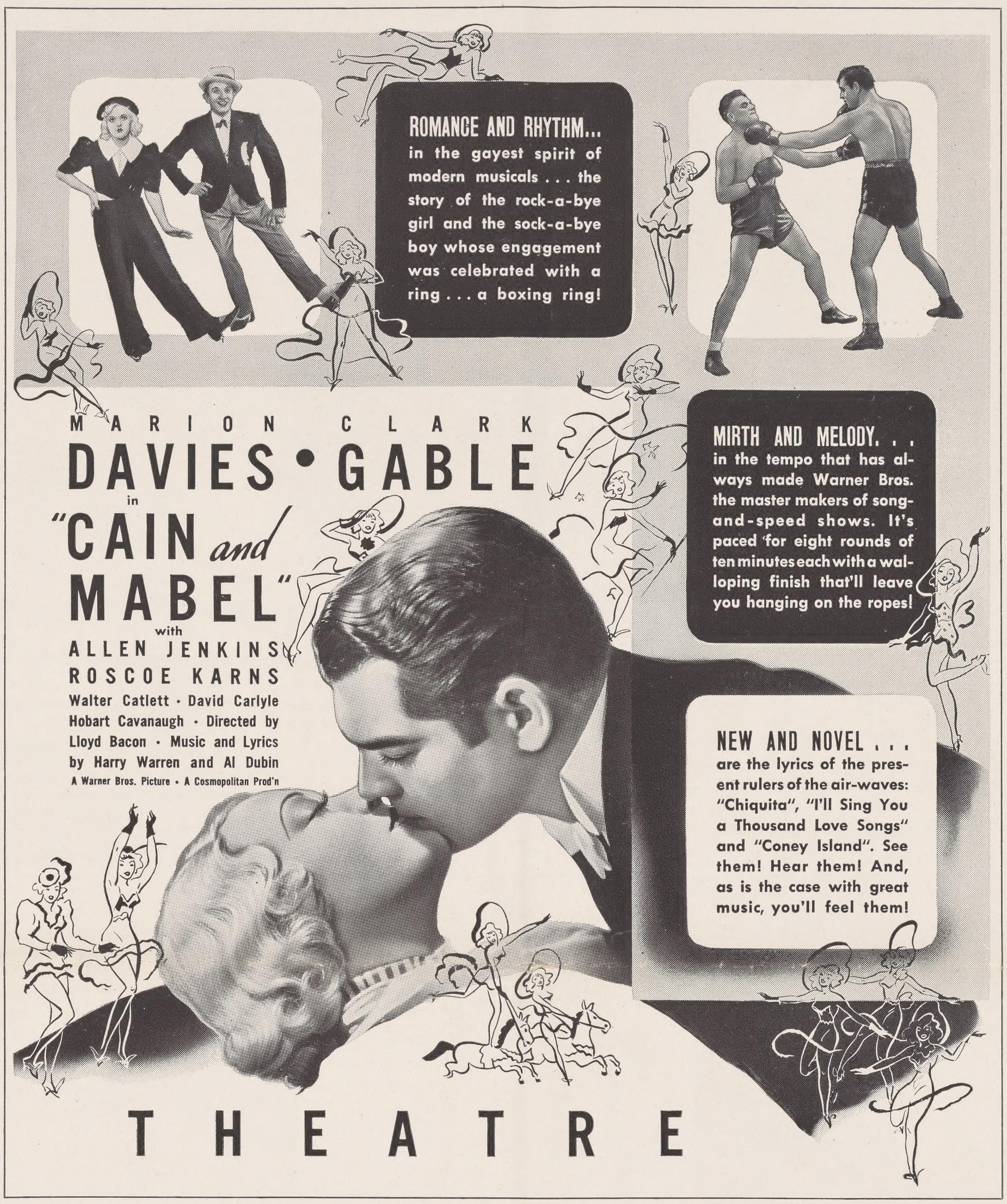
And here it is! Marion and Clark—surrounded by the madcap mirth and merry melody that mark Warner Bros. as the master makers of musical masterpieces!

MARION DAVIES CLARK GABLE
"CAIN AND MABEL"

With ALLEN JENKINS • ROSCOE KARNS • WALTER CATLETT • DAVID CARLYLE
HOBART CAVANAUGH • Directed by LLOYD BACON • Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Production

396 Lines Mat No. 403—40c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 4A]



ROMANCE AND RHYTHM... in the gayest spirit of modern musicals . . . the story of the rock-a-bye girl and the sock-a-bye boy whose engagement was celebrated with a ring . . . a boxing ring!

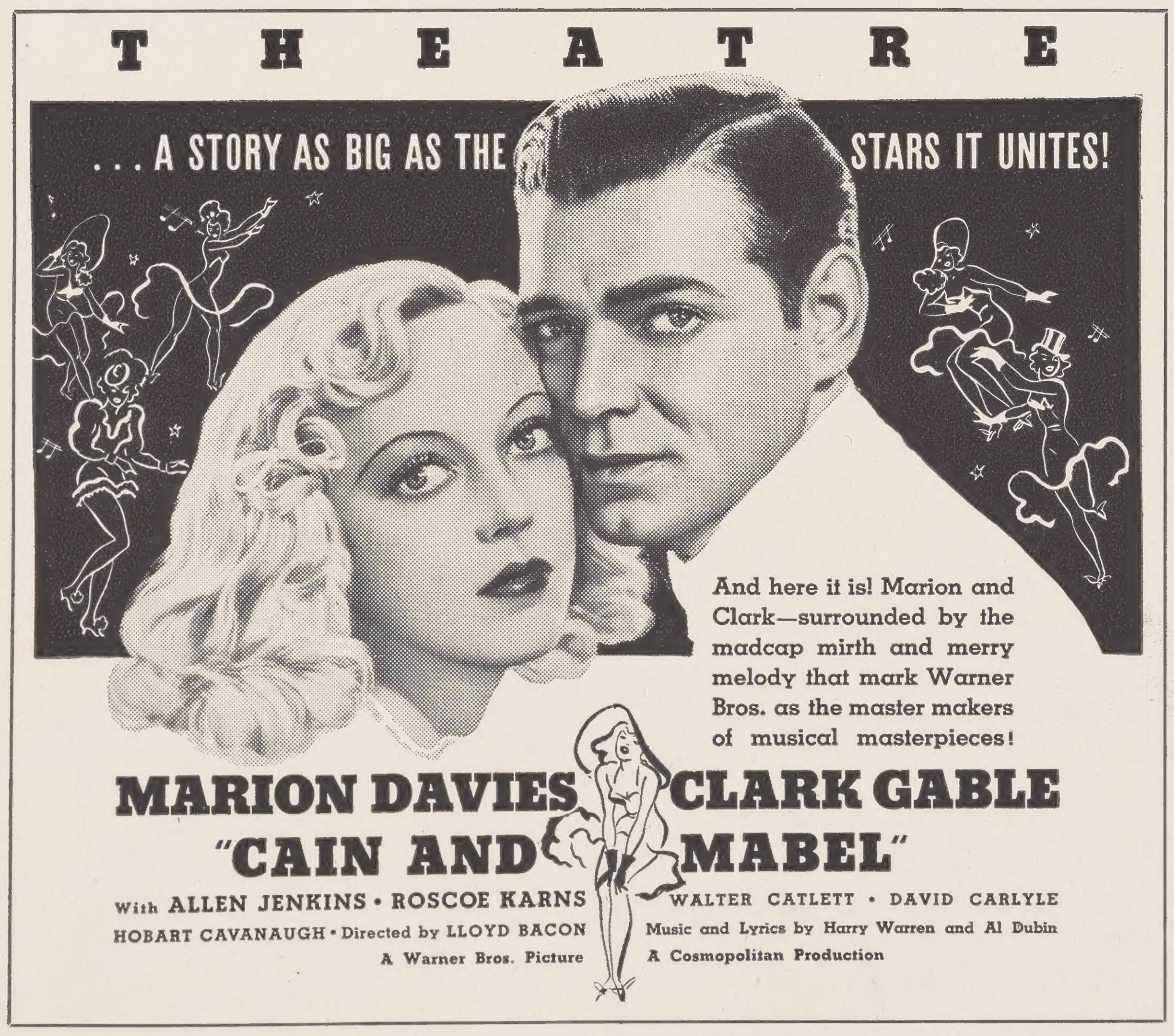
MARION CLARK
DAVIES • GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS
ROSCOE KARNS
Walter Catlett • David Carlyle
Hobart Cavanaugh • Directed by
Lloyd Bacon • Music and Lyrics
by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Prod'n

MIRTH AND MELODY. . . in the tempo that has always made Warner Bros. the master makers of song-and-speed shows. It's paced for eight rounds of ten minutes each with a walloping finish that'll leave you hanging on the ropes!

NEW AND NOVEL . . . are the lyrics of the present rulers of the air-waves: "Chiquita", "I'll Sing You a Thousand Love Songs" and "Coney Island". See them! Hear them! And, as is the case with great music, you'll feel them!

THEATRE

820 Lines Mat No. 504—50c



THEATRE

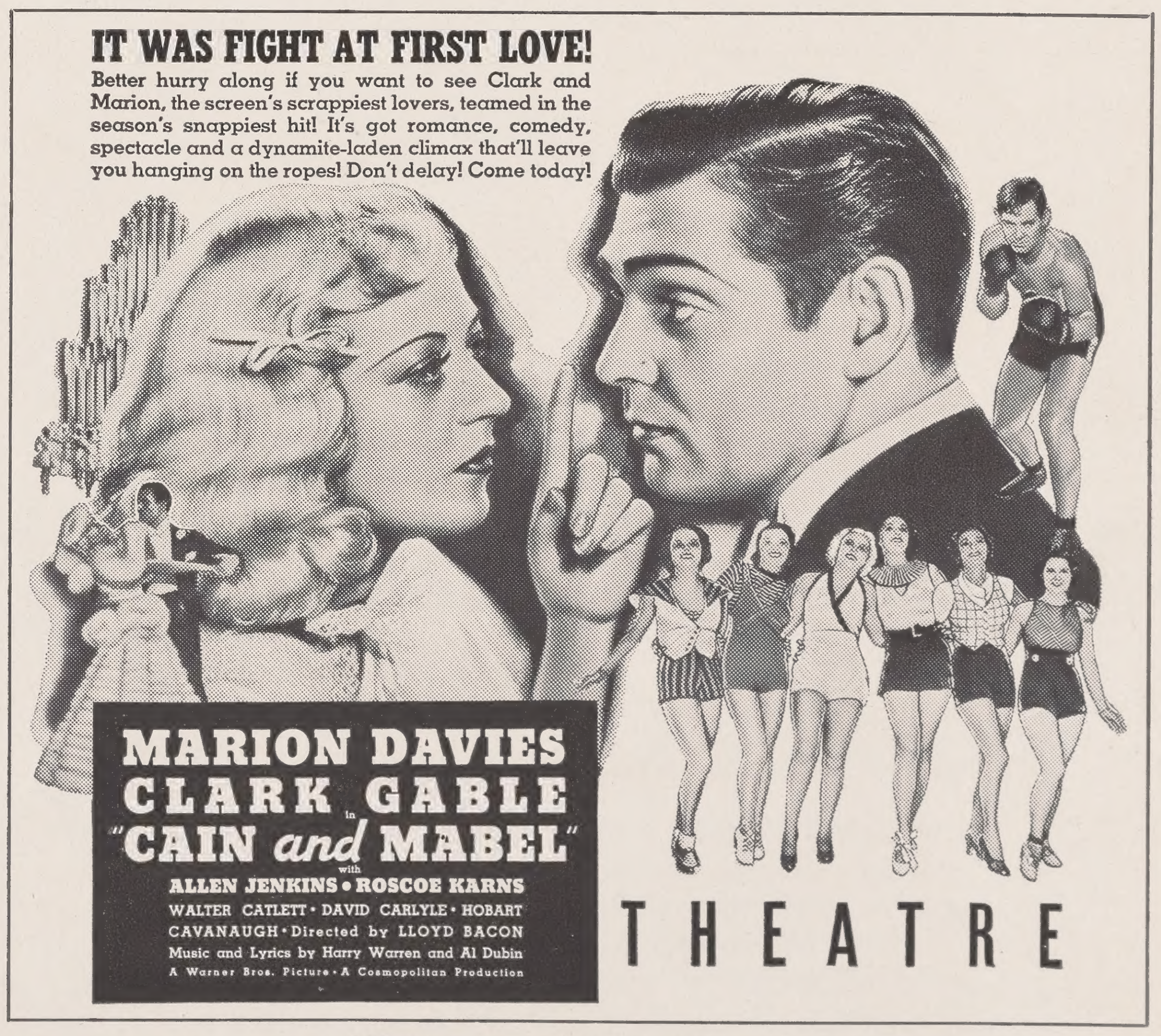
. . . A STORY AS BIG AS THE STARS IT UNITES!

And here it is! Marion and Clark—surrounded by the madcap mirth and merry melody that mark Warner Bros. as the master makers of musical masterpieces!

MARION DAVIES CLARK GABLE
"CAIN AND MABEL"
With ALLEN JENKINS • ROSCOE KARNS
HOBART CAVANAUGH • Directed by LLOYD BACON
A Warner Bros. Picture
WALTER CATLETT • DAVID CARLYLE
Music and Lyrics by Harry Warren and Al Dubin
A Cosmopolitan Production

219 Lines Mat No. 302—30c

[FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 3A]



IT WAS FIGHT AT FIRST LOVE!

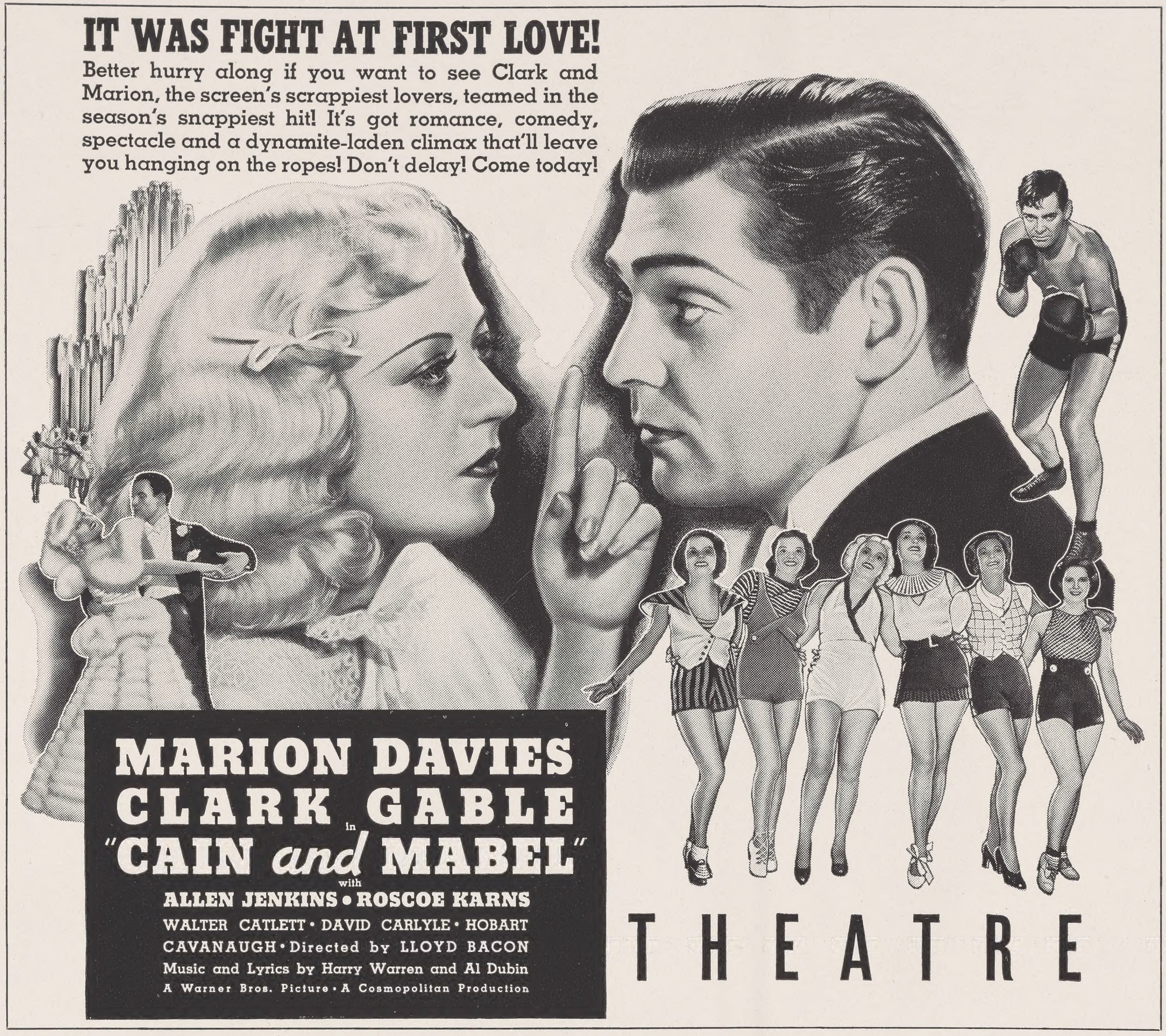
Better hurry along if you want to see Clark and Marion, the screen's scrappiest lovers, teamed in the season's snappiest hit! It's got romance, comedy, spectacle and a dynamite-laden climax that'll leave you hanging on the ropes! Don't delay! Come today!

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE • HOBART
CAVANAUGH • Directed by LLOYD BACON
Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Production

THEATRE

219 Lines Mat No. 304—30c

[FOR 5-COL. ILLUSTRATION OF THIS AD, SEE PAGE 5A]



IT WAS FIGHT AT FIRST LOVE!

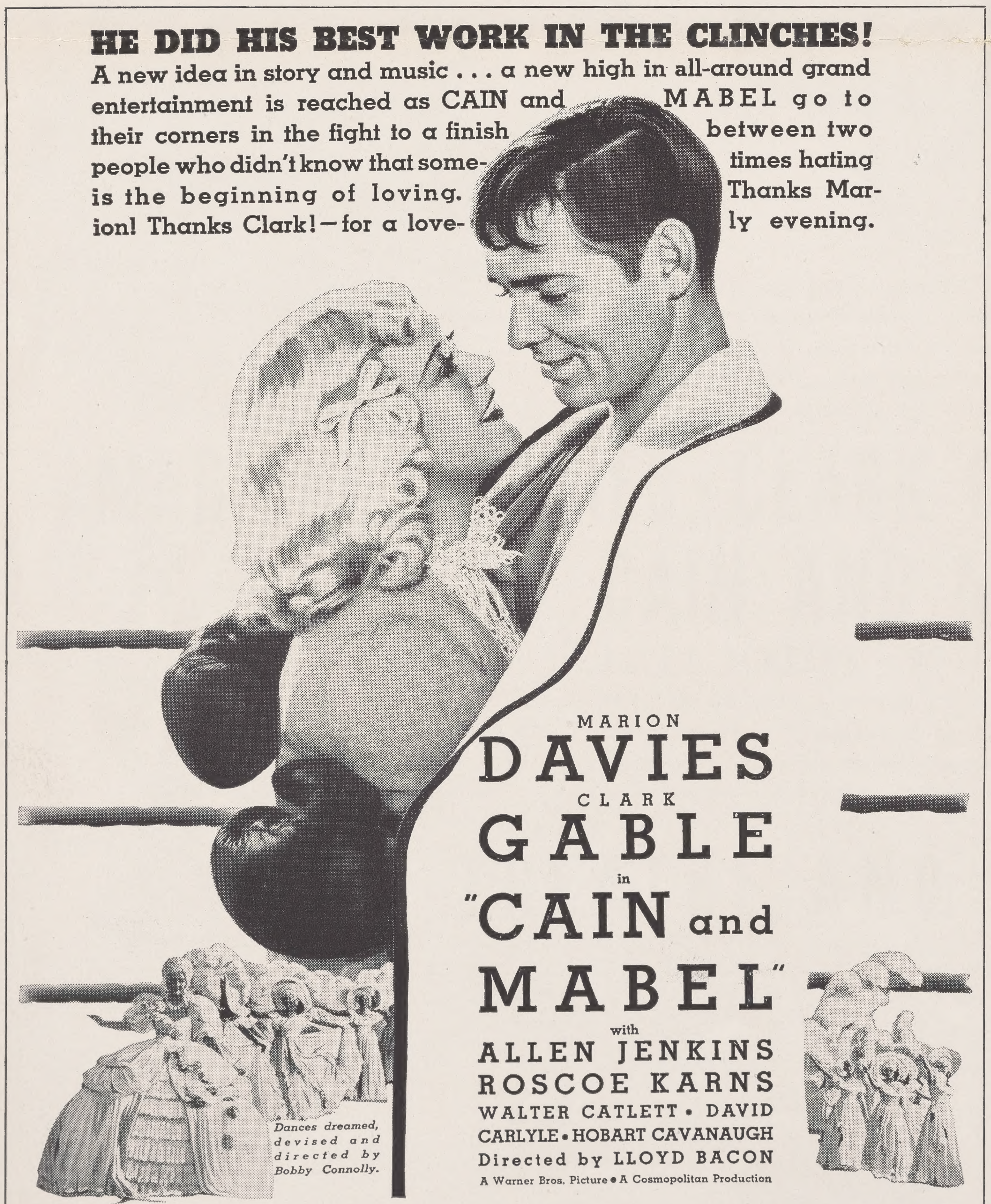
Better hurry along if you want to see Clark and Marion, the screen's scrappiest lovers, teamed in the season's snappiest hit! It's got romance, comedy, spectacle and a dynamite-laden climax that'll leave you hanging on the ropes! Don't delay! Come today!

MARION DAVIES
CLARK GABLE in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE • HOBART CAVANAUGH • Directed by LLOYD BACON
Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Production

THEATRE

615 Lines Mat No. 505—50c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 4A]



HE DID HIS BEST WORK IN THE CLINCHES!

A new idea in story and music . . . a new high in all-around grand entertainment is reached as CAIN and MABEL go to their corners in the fight to a finish between two people who didn't know that sometimes hating is the beginning of loving. Thanks Marion! Thanks Clark!—for a lovely evening.

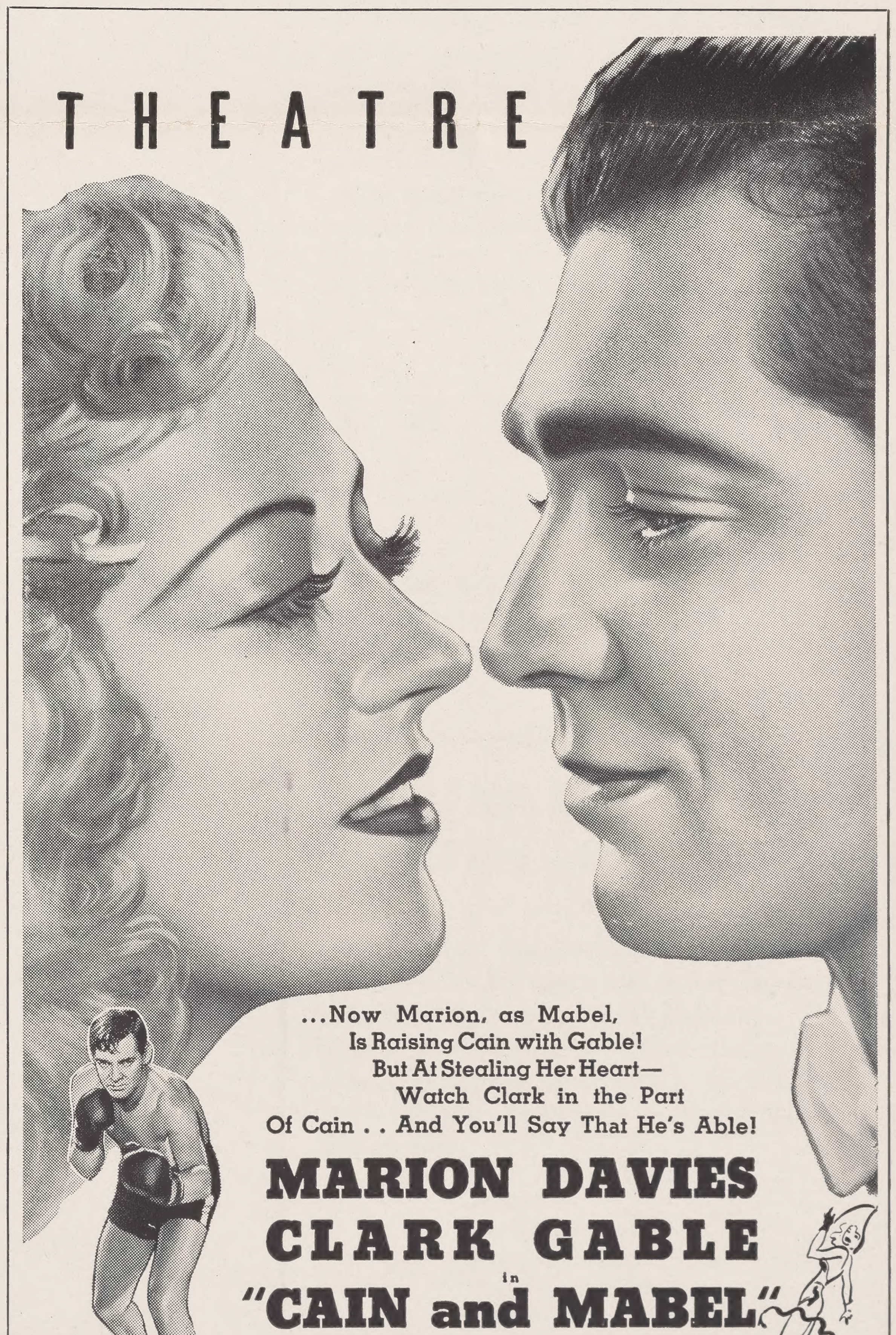
MARION
DAVIES
CLARK
GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS
ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE • HOBART CAVANAUGH
Directed by LLOYD BACON
A Warner Bros. Picture • A Cosmopolitan Production

Dances dreamed, devised and directed by Bobby Connolly.

THEATRE

584 Lines
Mat No. 402—40c

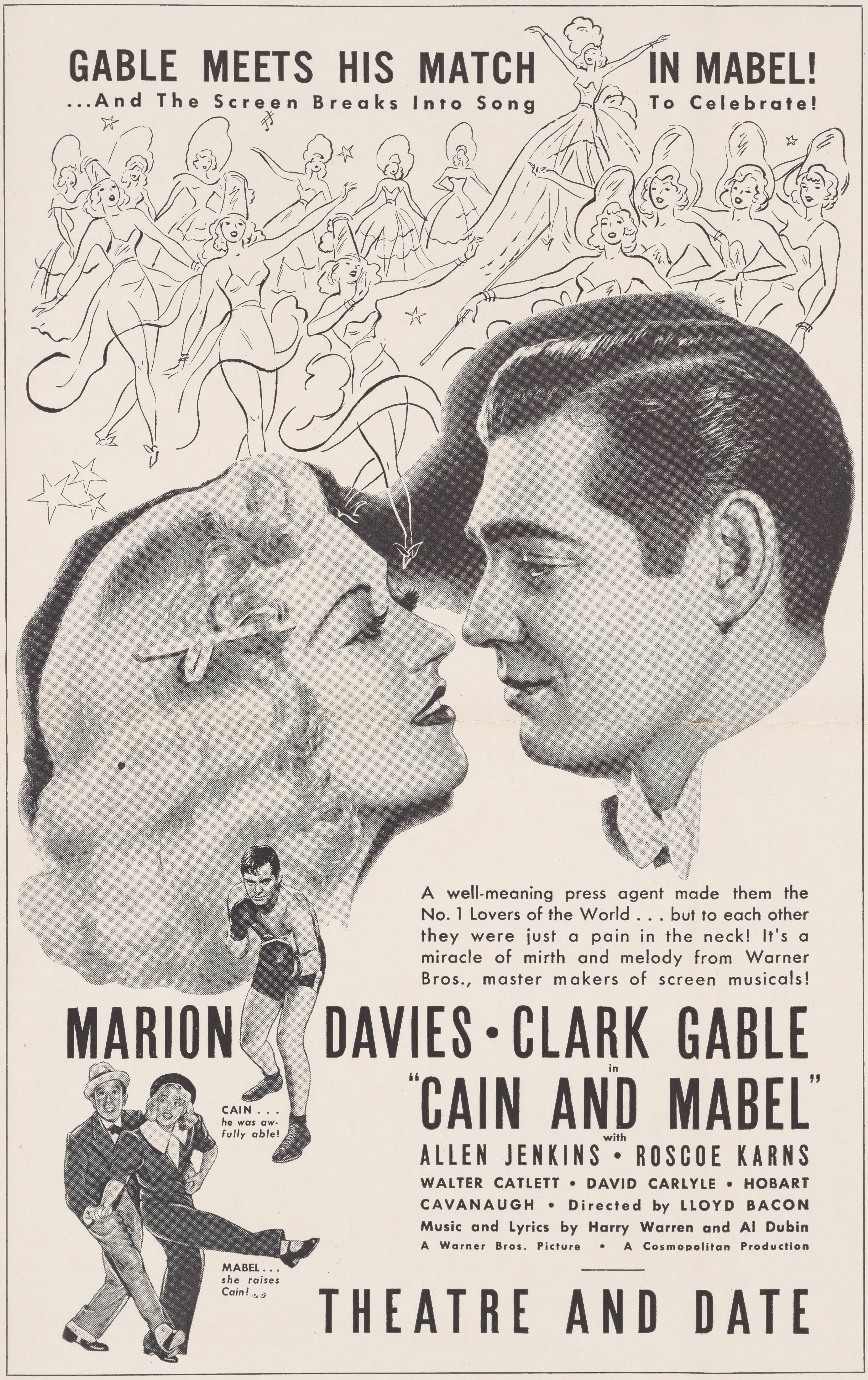
459 Lines
Mat No. 305—30c



THEATRE

...Now Marion, as Mabel,
Is Raising Cain with Gable!
But At Stealing Her Heart—
Watch Clark in the Part
Of Cain . . And You'll Say That He's Able!

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE • HOBART CAVANAUGH • Directed by LLOYD BACON • Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Production



GABLE MEETS HIS MATCH IN MABEL!

...And The Screen Breaks Into Song To Celebrate!

A well-meaning press agent made them the No. 1 Lovers of the World . . . but to each other they were just a pain in the neck! It's a miracle of mirth and melody from Warner Bros., master makers of screen musicals!

CAIN . . . he was awfully able!

MABEL . . . she raises Cain! . . .

MARION DAVIES • CLARK GABLE

in

"CAIN AND MABEL"

with

ALLEN JENKINS • ROSCOE KARNS

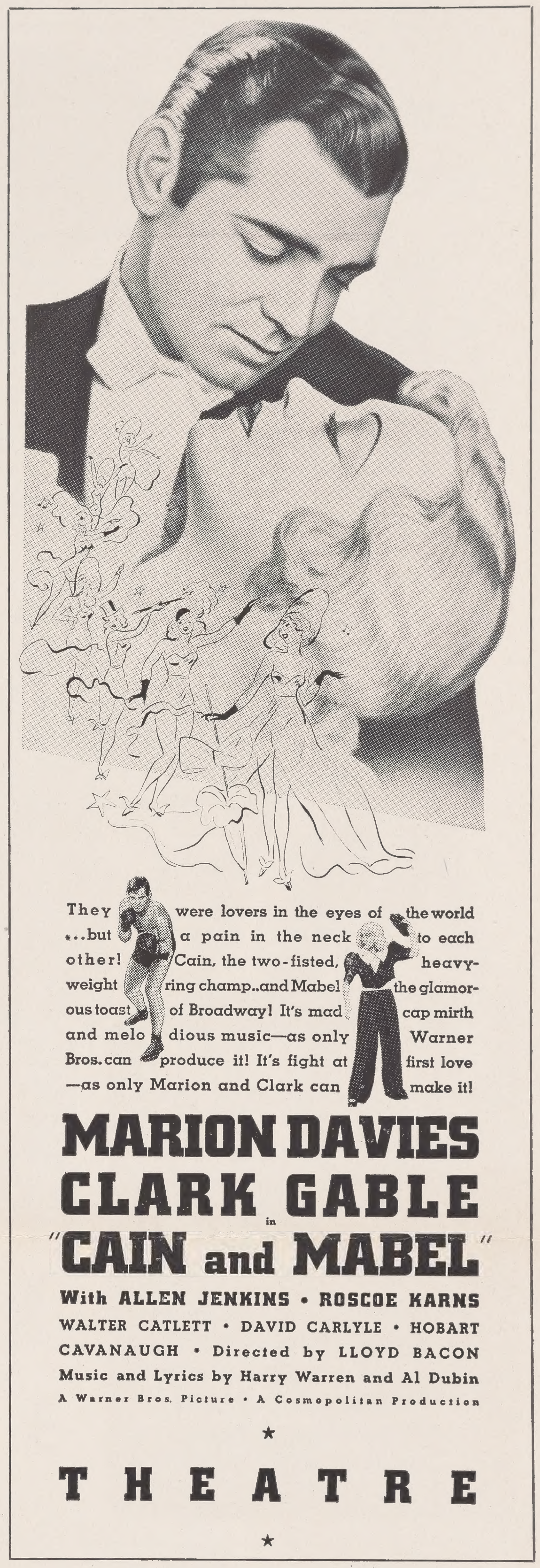
WALTER CATLETT • DAVID CARLYLE • HOBART CAVANAUGH • Directed by LLOYD BACON

Music and Lyrics by Harry Warren and Al Dubin

A Warner Bros. Picture • A Cosmopolitan Production

THEATRE AND DATE

1230 Lines Mat No. 503—50c



They were lovers in the eyes of the world . . . but a pain in the neck to each other! Cain, the two-fisted, heavyweight ring champ..and Mabel the glamorous toast of Broadway! It's madcap mirth and melodious music—as only Warner Bros. can produce it! It's fight at first love —as only Marion and Clark can make it!

MARION DAVIES
CLARK GABLE

in

"CAIN and MABEL"

With ALLEN JENKINS • ROSCOE KARNS

WALTER CATLETT • DAVID CARLYLE • HOBART CAVANAUGH • Directed by LLOYD BACON

Music and Lyrics by Harry Warren and Al Dubin

A Warner Bros. Picture • A Cosmopolitan Production

★

THEATRE

★

344 Lines Mat No. 213—20c

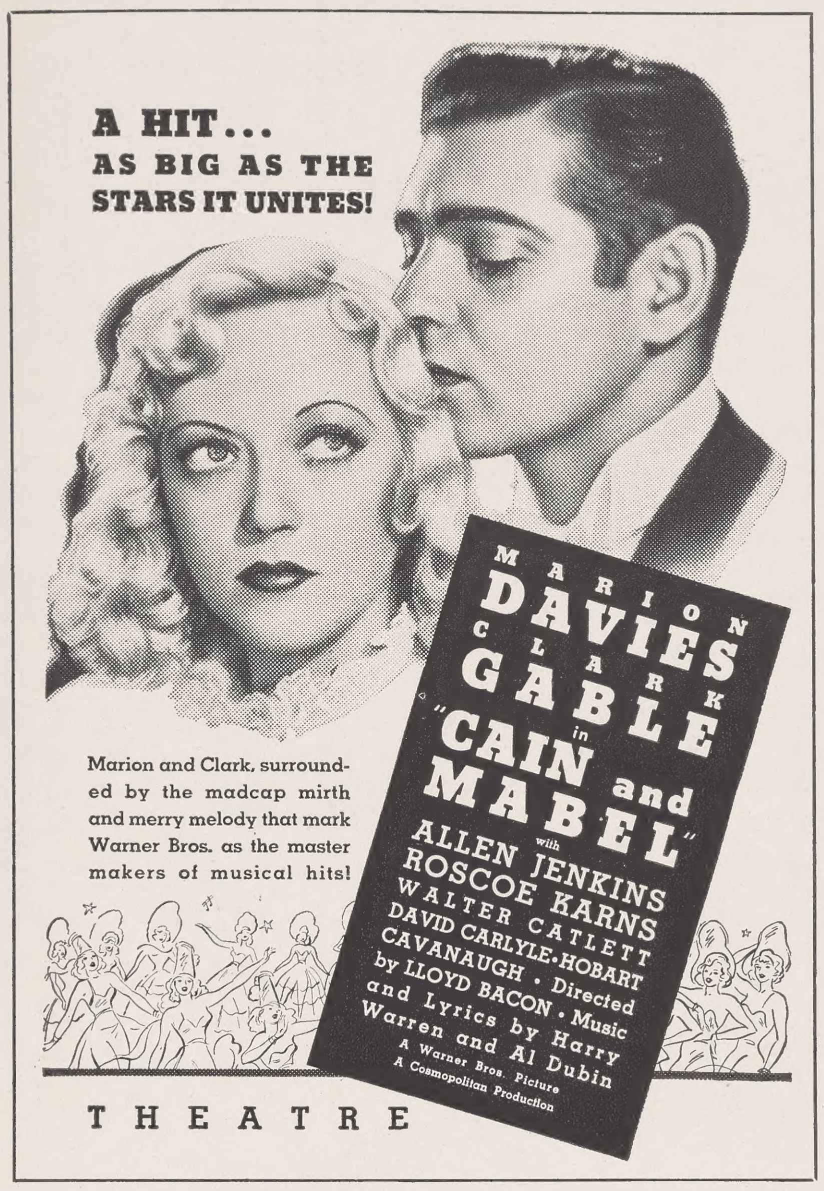
[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 2A]

71 MILLION MAG READERS WAITING FOR THIS FILM

•

Warner Bros. are putting over "Cain and Mabel" with big space ads in 8 of the country's leading national magazines. They have a combined circulation of over 71,285,800 readers, already sold on the film. Here are the periodicals in which the ads will appear:

- American
- American Weekly
- Cosmopolitan
- Harper's Bazaar
- House Beautiful
- Pictorial Review
- True Story
- Woman's Home Companion



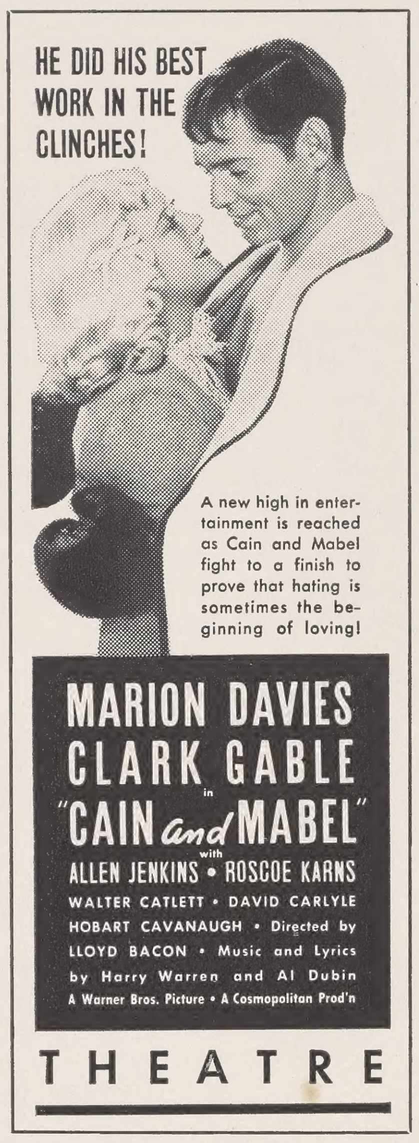
A HIT...
AS BIG AS THE
STARS IT UNITES!

Marion and Clark, surrounded by the madcap mirth and merry melody that mark Warner Bros. as the master makers of musical hits!

MARION
DAVIES
CLARK
GABLE
in
"CAIN and
MABEL"
with
ALLEN JENKINS
ROSCOE KARNS
WALTER CATLETT
DAVID CARLYLE·HOBART
CAVANAUGH · Directed
by LLOYD BACON · Music
and Lyrics by Harry
Warren and Al Dubin
A Warner Bros. Picture
A Cosmopolitan Production

THEATRE

162 Lines Mat No. 217—20c



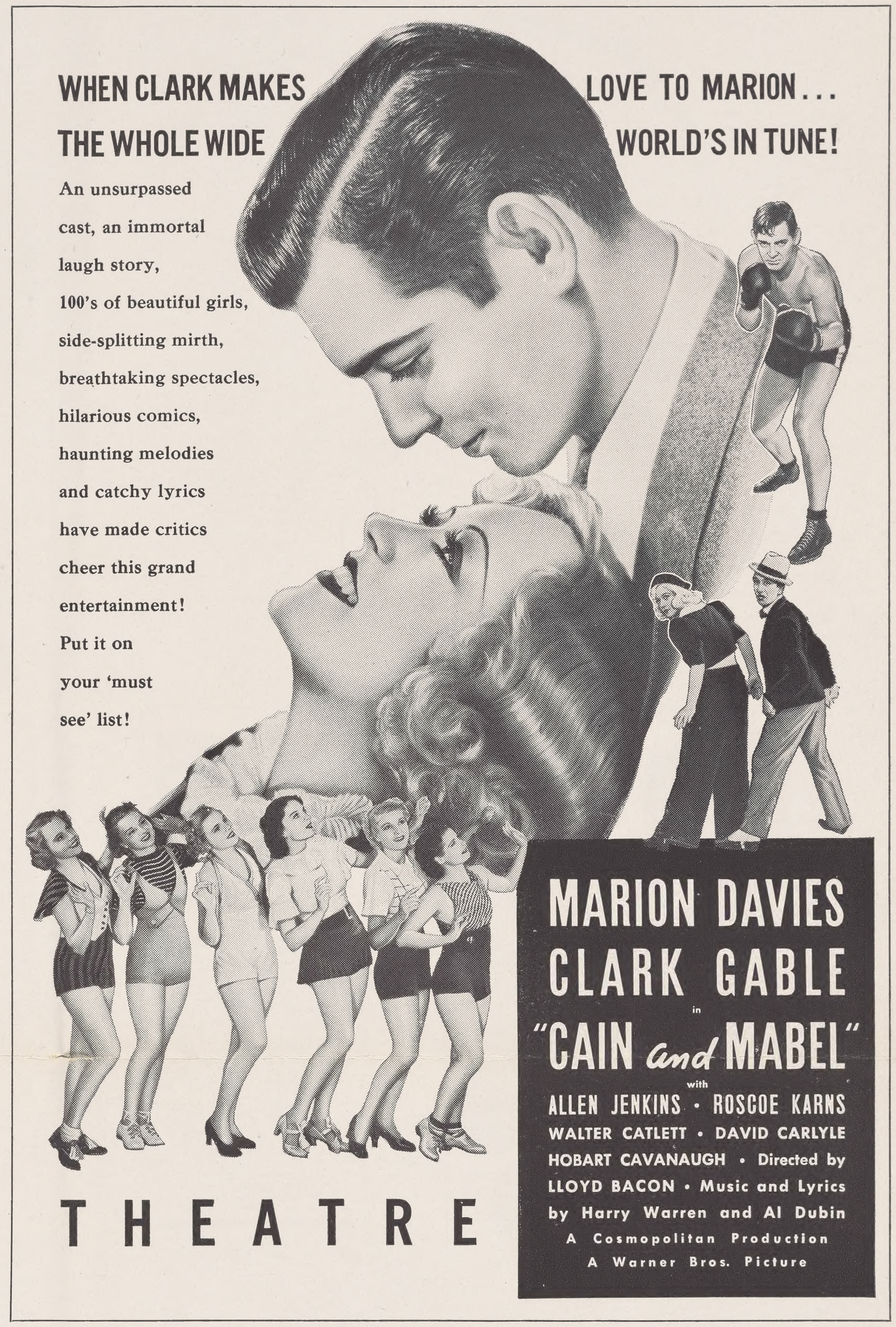
HE DID HIS BEST
WORK IN THE
CLINCHES!

A new high in entertainment is reached as Cain and Mabel fight to a finish to prove that hating is sometimes the beginning of loving!

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE
HOBART CAVANAUGH • Directed by
LLOYD BACON • Music and Lyrics
by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Prod'n

THEATRE

78 Lines Mat No. 114—10c



WHEN CLARK MAKES LOVE TO MARION...
THE WHOLE WIDE WORLD'S IN TUNE!

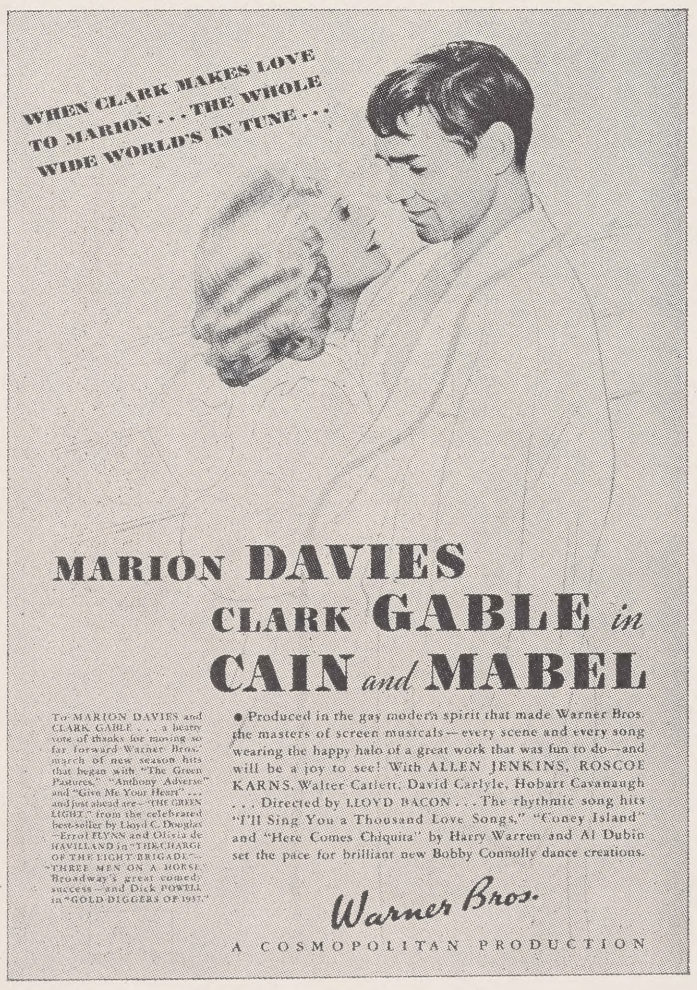
An unsurpassed cast, an immortal laugh story, 100's of beautiful girls, side-splitting mirth, breathtaking spectacles, hilarious comics, haunting melodies and catchy lyrics have made critics cheer this grand entertainment! Put it on your 'must see' list!

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE
HOBART CAVANAUGH • Directed by
LLOYD BACON • Music and Lyrics
by Harry Warren and Al Dubin
A Cosmopolitan Production
A Warner Bros. Picture

THEATRE

668 Lines Mat No. 405—40c

Frame This Big Lobby Accessory



WHEN CLARK MAKES LOVE
TO MARION . . . THE WHOLE
WIDE WORLD'S IN TUNE . . .

MARION DAVIES
CLARK GABLE in
CAIN and MABEL

To MARION DAVIES and CLARK GABLE . . . a hearty vote of thanks for moving so far forward Warner Bros.' march of new season hits that began with "The Green Pastures," "Anthony Adverse" and "Give Me Your Heart" . . . and just ahead are—"THE GREEN LIGHT" from the celebrated best-seller by Lloyd C. Douglas—Errol FLYNN and Olivia de HAVILLAND in "THE CHARGE OF THE LIGHT BRIGADE"—"THREE MEN ON A HORSE" Broadway's great comedy success—and Dick POWELL in "GOLD DIGGERS OF 1937."

● Produced in the gay modern spirit that made Warner Bros. the masters of screen musicals—every scene and every song wearing the happy halo of a great work that was fun to do—and will be a joy to see! With ALLEN JENKINS, ROSCOE KARNS, Walter Catlett, David Carlyle, Hobart Cavanaugh . . . Directed by LLOYD BACON . . . The rhythmic song hits "I'll Sing You a Thousand Love Songs," "Coney Island" and "Here Comes Chiquita" by Harry Warren and Al Dubin set the pace for brilliant new Bobby Connolly dance creations.

Warner Bros.

A COSMOPOLITAN PRODUCTION

40 x 60 lobby accessory shown above is particularly adapted for lobby and front use. Done in two striking colors, it makes an arresting and attractive display. Spot it in one of your most attractive frames. Price — 50c ea.

●

Order from:

VITAGRAPH EXCHANGE

Coming Soon!

SPECIAL BARGAIN ON POSTER PAPER FOR "CHARGE OF THE LIGHT BRIGADE"

You'll be playing 'Charge of the Light Brigade' soon, and should start planning now for a smash poster campaign, especially after reading about the big bargains we're offering. Tear this out and keep it on your desk so that you won't forget the prices.

24-SHEETS	1 to 5	$2.00 ea.
	6 to 15	1.75 ea.
	16 & over	1.50 ea.
6-SHEETS	1 to 5	75c
	6 to 10	70c
	11 to 20	65c
	21 to 50	55c
	51 & over	50c
3-SHEETS	1 to 10	40c
	11 to 25	36c
	26 to 50	32c
	51 & over	28c
2-SHEETS	1 to 10	30c
	11 to 25	26c
	26 to 50	22c
	51 & over	18c
1-SHEETS	1 to 10	15c
	11 to 25	13c
	26 to 50	11c
	51 & over	9c

Watch for these advance tips concerning Warner Bros.' new Advertising Accessories Policy

A Variety of Entertainment Presented by Vitaphone

"PORKY'S MOVING DAY" (Looney Tune Series). An hilarious Porky cartoon with the popular cartoon character as a furniture mover!
(7 *minutes—No.* 1711)

●

"LOGGING ALONG" (Vitaphone Novelty Series). The splendor of the great Northwoods, entertainingly narrated by Eddie Acuff, featured screen comedian.
(10 *minutes—No.* 2701)

●

"SHEIK TO SHEIK" (Broadway Brevity Series). A charming operetta about the Foreign Legion with musical comedy star, Georges Metaxa, at his vocal best. A fine short.
(20 *minutes—No.* 2012)

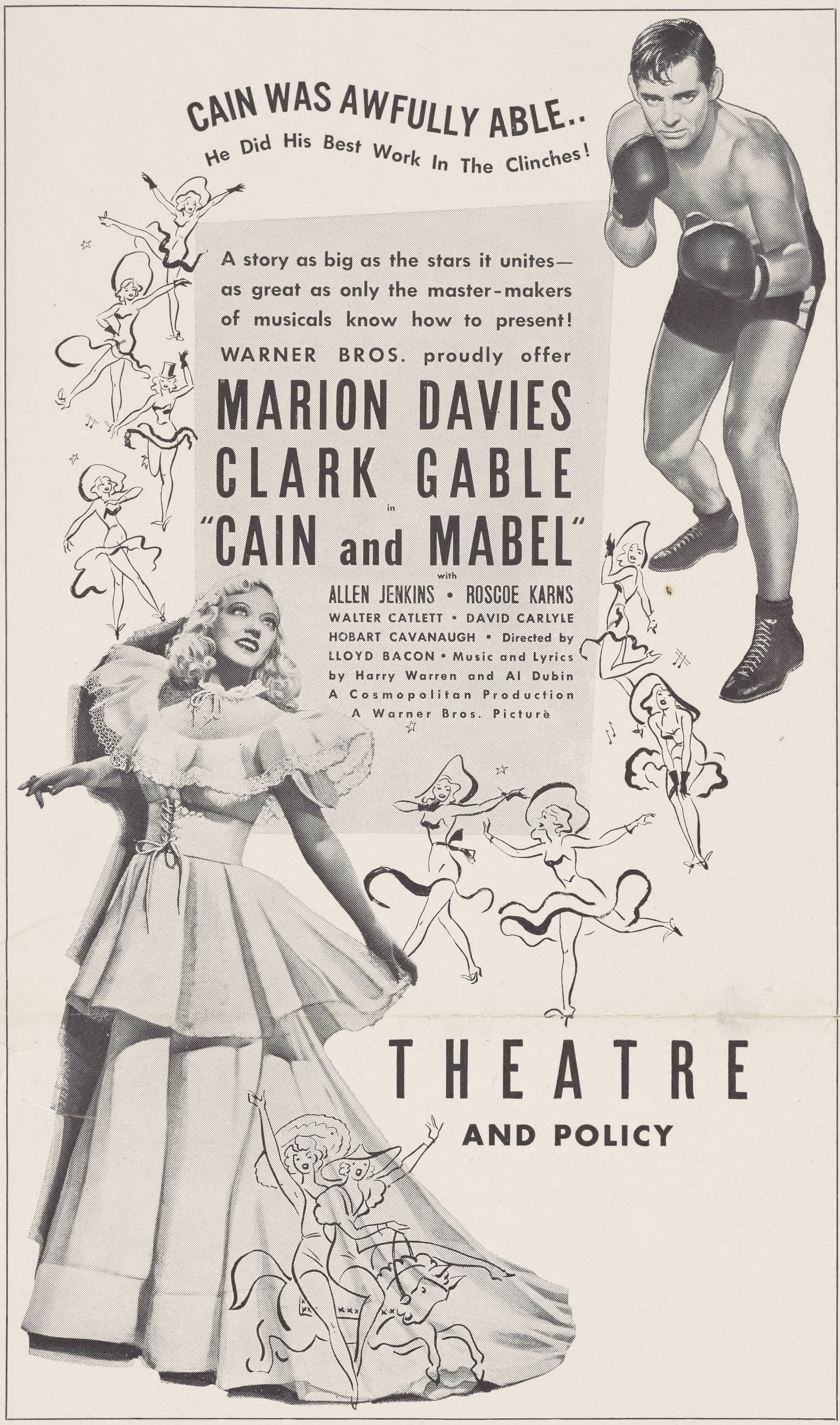
"VITAPHONE PICTORIAL REVUE No. 1" (Vitaphone Pictorial Revue Series). Oscar of the Waldorf, and beautiful mannequins modelling furs in natural color make this first short of the new series a fascinating subject!
(10 *minutes—No.* 2402)

●

"BOULEVARDIER OF THE BRONX" (Merrie Melodies Series). Done entirely in color, this is one of the most entertaining reels of the entire series.
(7 *minutes No.* 2201)

●

"VITAPHONE INTERNATIONALS" (Big Time Vaudeville Series). The pick of the world's topnotch variety entertainers brought together for ten minutes of outstanding vaudeville.
(10 *minutes—No.* 2602)



CAIN WAS AWFULLY ABLE..

He Did His Best Work In The Clinches!

A story as big as the stars it unites—as great as only the master-makers of musicals know how to present!

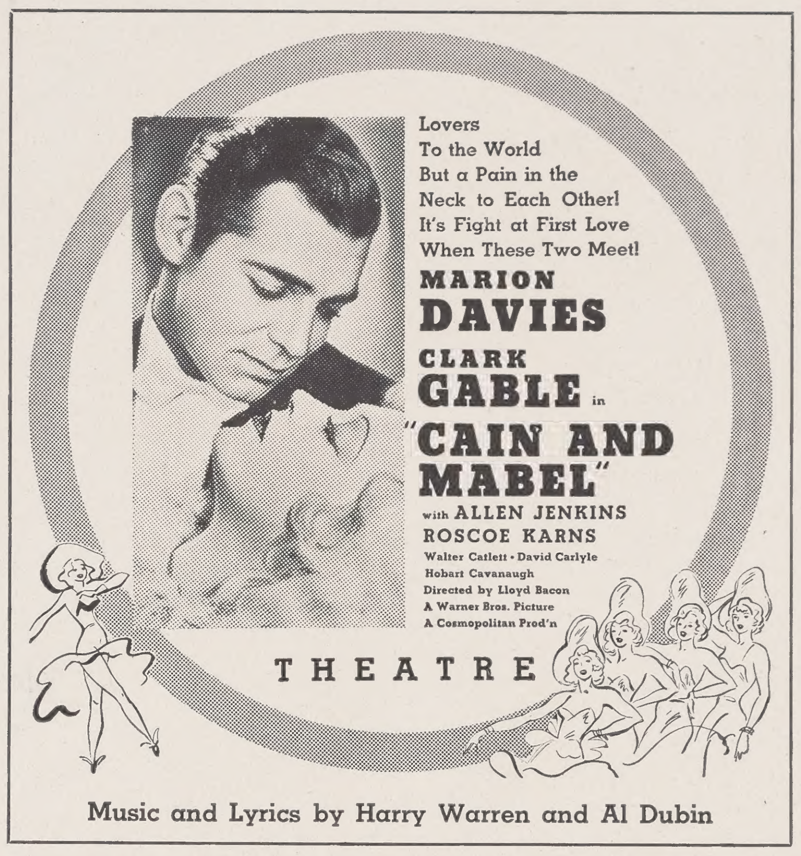
WARNER BROS. proudly offer

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE
HOBART CAVANAUGH • Directed by
LLOYD BACON • Music and Lyrics
by Harry Warren and Al Dubin
A Cosmopolitan Production
A Warner Bros. Picture

THEATRE

AND POLICY

772 Lines Mat No. 401—40c



Lovers
To the World
But a Pain in the
Neck to Each Other!
It's Fight at First Love
When These Two Meet!

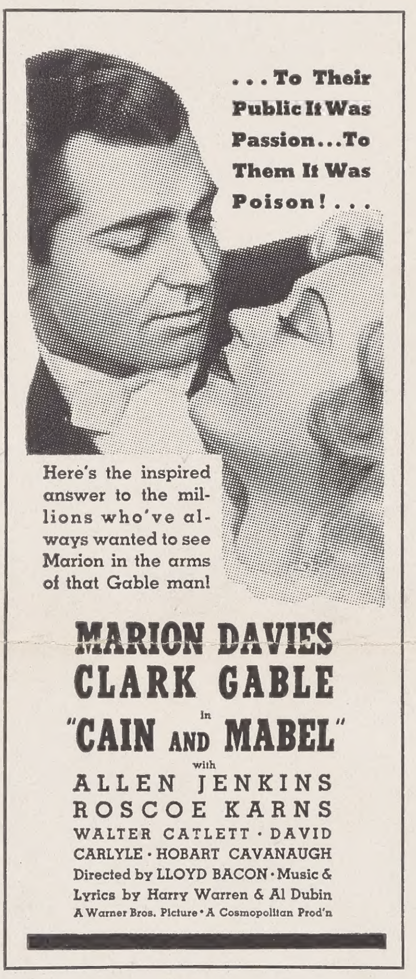
MARION
DAVIES
CLARK
GABLE in
"CAIN AND MABEL"
with ALLEN JENKINS
ROSCOE KARNS
Walter Catlett • David Carlyle
Hobart Cavanaugh
Directed by Lloyd Bacon
A Warner Bros. Picture
A Cosmopolitan Prod'n

THEATRE

Music and Lyrics by Harry Warren and Al Dubin

110 Lines Mat No. 218—20c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 3A]

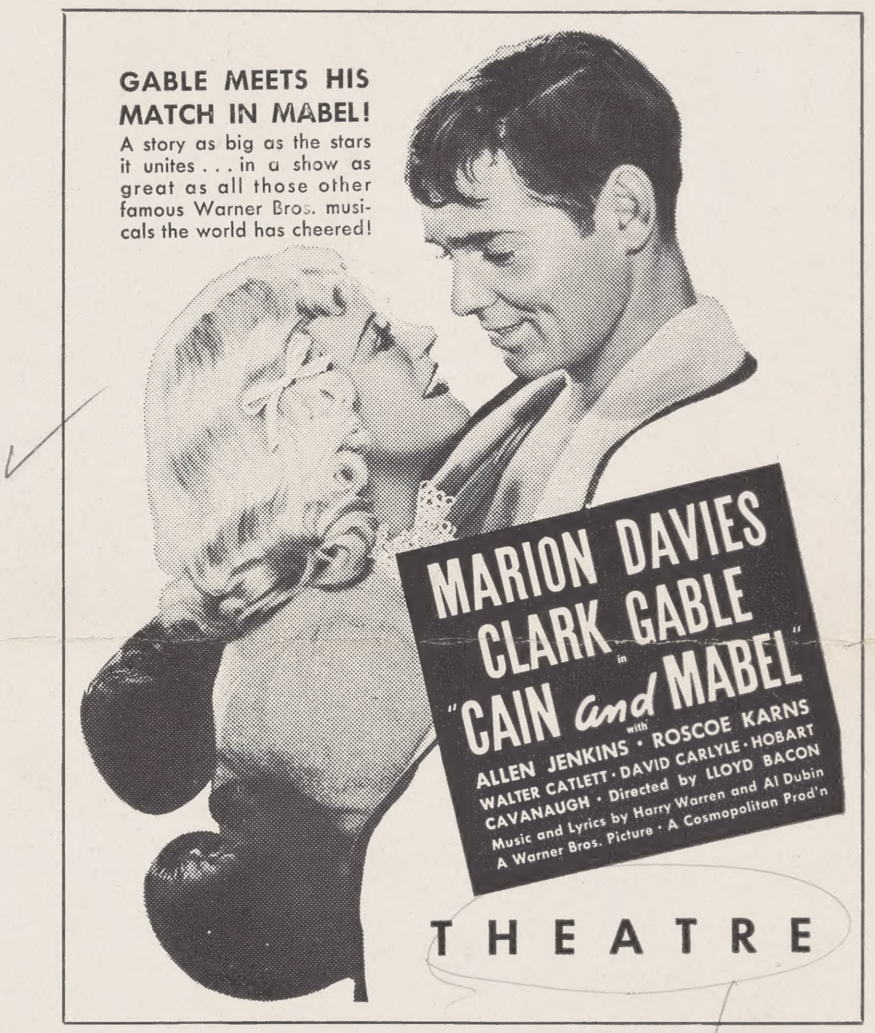


. . . To Their Public It Was Passion . . . To Them It Was Poison! . . .

Here's the inspired answer to the millions who've always wanted to see Marion in the arms of that Gable man!

MARION DAVIES
CLARK GABLE
in
"CAIN AND MABEL"
with
ALLEN JENKINS
ROSCOE KARNS
WALTER CATLETT • DAVID
CARLYLE • HOBART CAVANAUGH
Directed by LLOYD BACON • Music &
Lyrics by Harry Warren & Al Dubin
A Warner Bros. Picture • A Cosmopolitan Prod'n

65 Lines Mat No. 118—10c



GABLE MEETS HIS MATCH IN MABEL!

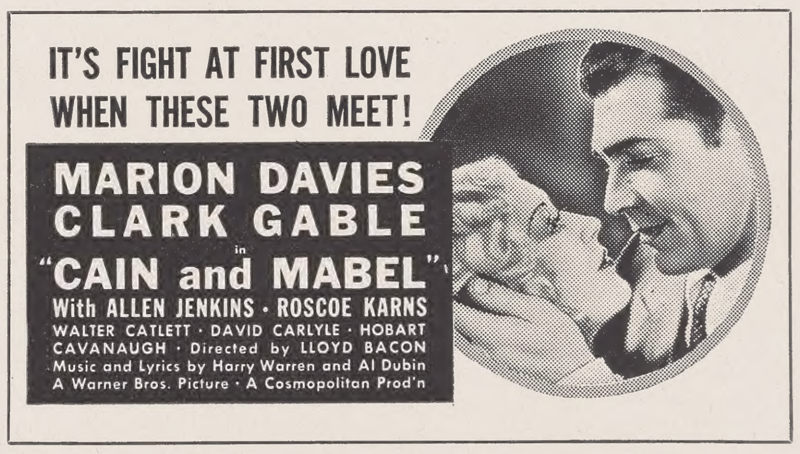
A story as big as the stars it unites . . . in a show as great as all those other famous Warner Bros. musicals the world has cheered!

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE • HOBART
CAVANAUGH • Directed by LLOYD BACON
Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Prod'n

THEATRE

140 Lines Mat No. 219—20c

delete



IT'S FIGHT AT FIRST LOVE
WHEN THESE TWO MEET!

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
With ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE • HOBART
CAVANAUGH • Directed by LLOYD BACON
Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Prod'n

56 Lines Mat No. 215—20c

A NEW HIGH IN GRAND ENTERTAINMENT!

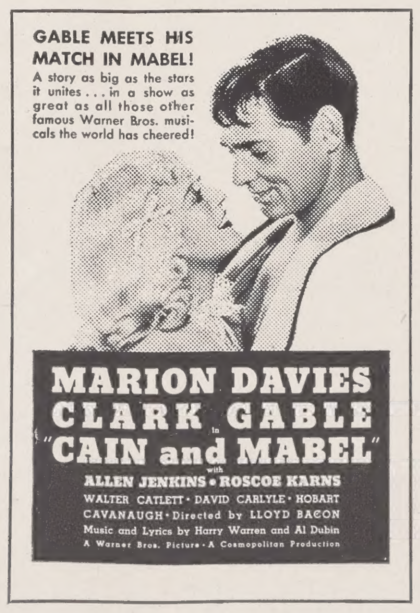
MARION DAVIES • CLARK GABLE
"CAIN and MABEL"
ALLEN JENKINS • ROSCOE KARNS • WALTER CATLETT
DAVID CARLYLE • HOBART CAVANAUGH • Directed by LLOYD BACON
Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros Picture • A Cosmopolitan Production

14 Lines Mat No. 115—10c

A HIT AS BIG AS THE STARS IT UNITES!

MARION DAVIES
CLARK GABLE
in
"CAIN AND MABEL"
with
ALLEN JENKINS
ROSCOE KARNS
WALTER CATLETT • DAVID
CARLYLE • HOBART CAVANAUGH
Directed by LLOYD BACON • Music &
Lyrics by Harry Warren & Al Dubin
A Warner Bros. Picture • A Cosmopolitan Prod'n

26 Lines Mat No. 116—10c

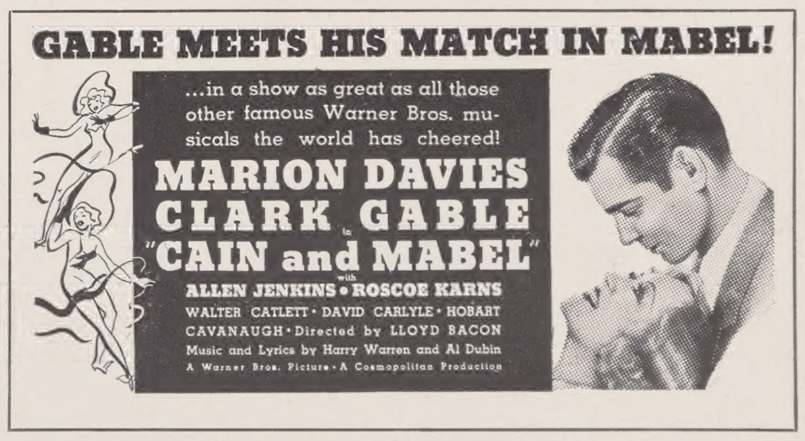


GABLE MEETS HIS MATCH IN MABEL!

A story as big as the stars it unites . . . in a show as great as all those other famous Warner Bros. musicals the world has cheered!

MARION DAVIES
CLARK GABLE
in
"CAIN and MABEL"
with
ALLEN JENKINS • ROSCOE KARNS
WALTER CATLETT • DAVID CARLYLE • HOBART
CAVANAUGH • Directed by LLOYD BACON
Music and Lyrics by Harry Warren and Al Dubin
A Warner Bros. Picture • A Cosmopolitan Production

37 Lines Mat No. 117—10c



GABLE MEETS HIS MATCH IN MABEL!

...in a show as great as all those other famous Warner Bros. musicals the world has cheered!

MARION DAVIES
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54 Lines Mat No. 216—20c

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